



WTIC-TV

## ORDER

Print Date 08/02/12

Page 1 of 3

Flight Dates 08/02/12-08/08/12

Contract / Revision 373078 - 1

Original Date / Revision  
08/02/12 08/02/12

Advertiser LMcMahon/Republican/ Sen

Agency Mentzer Media Services Inc

Buying Contact

600 Fairmont Ave  
Suite 306  
Towson, MD 21286Primary Account Executive  
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

## Product

LINDA MCMAHON 4 SENA

Agency Com 15%

Billing Contact

600 Fairmont Ave  
Suite 306  
Towson, MD 21286

Sales Office TWDC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 1082

Alt Order # 06239321

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL4

Priority 03

Advertiser Ref

Order Share 15% Market Value 128766

Competing Station	% of Order	Amount
2WCCT	%	0
3WFSB	22%	28328
4WVIT	47%	60520
5WTNH	16%	20602
6WCTX	%	0
7CABL	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	59	\$16,417.75	\$19,315.00	0.00	07/30/12	08/08/12	59	\$16,417.75	\$19,315.00
Totals	59	\$16,417.75	\$19,315.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	61	08/02/12	08/03/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	---TF--	:30	2	\$125.00	03	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 07/30/12	08/05/12	---TF--		2		\$125.00		0.00					
E 2	61	08/02/12	08/02/12	M-F 9a-10a M-F 9a-10a	CM	9a-10a	---2---	:30	2	\$50.00	03	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 07/30/12	08/05/12	---2---		2		\$50.00		0.00					
E 3	61	08/02/12	08/03/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	---TF--	:30	2	\$150.00	03	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 07/30/12	08/05/12	---TF--		2		\$150.00		0.00					
E 4	61	08/02/12	08/03/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	---TF--	:30	2	\$275.00	03	0.00	NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 07/30/12	08/05/12	---TF--		2		\$275.00		0.00					
E 5	61	08/02/12	08/03/12		CM	730p-8p	---TF--	:30	2	\$350.00	03	0.00	NM	2	\$700.00



WTIC-TV

Print Date: 08/02/12

Page 2 of 3

Contract / Revision **373078- 1** Flight Dates **08/02/12-08/08/12**

Hiatus Dates

Original Date / Revision 08/02/12/ 08/02/12

Order Sep 00:15:00

Advertiser **LMcMahon/Republican/ Sen** Product **LINDA MCMAHON 4 SENA** Estimate # **1082**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 730p-8p M-F 730p-8p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	---TF--					2	\$350.00		0.00			
E 6	61	08/02/12	08/03/12	M-F News at Ten News at Ten	CM	10p-11p	---TF--	:30	4	\$850.00	03	0.00	NM	4	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	---TF--					4	\$850.00		0.00			
E 7	61	08/02/12	08/03/12	M-F News at 11pm News at 11pm	CM	11p-1135p	---TF--	:30	2	\$175.00	03	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	---TF--					2	\$175.00		0.00			
E 8	61	08/03/12	08/03/12	Fri Prime A House	CM	8p-9p	----1--	:30	1	\$500.00	03	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	----1--					1	\$500.00		0.00			
E 9	61	08/03/12	08/03/12	Fri Prime B Bones	CM	9p-10p	----1--	:30	1	\$500.00	03	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	----1--					1	\$500.00		0.00			
E 10	61	08/04/12	08/04/12	Sa 7p-730p Sa 7-730p	CM	7p-730p	-----1-	:30	1	\$150.00	03	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	-----1-					1	\$150.00		0.00			
E 11	61	08/04/12	08/04/12	Sa 730p-8p Sa 730p-8p	CM	730p-8p	-----1-	:30	1	\$150.00	03	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	-----1-					1	\$150.00		0.00			
E 12	61	08/04/12	08/04/12	Sa 10p-11p Sa 10p-11p	CM	10p-11p	-----2-	:30	2	\$500.00	03	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	-----2-					2	\$500.00		0.00			
E 13	61	08/05/12	08/05/12	Fox News Sunday Su 9a-10a Fox News	CM	9a-10a	-----1	:30	1	\$65.00	03	0.00	NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	-----1					1	\$65.00		0.00			
E 14	61	08/05/12	08/05/12	Su 10p-11p Su 10p-11p	CM	10p-11p	-----2	:30	2	\$700.00	03	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	-----2					2	\$700.00		0.00			
E 15	61	08/06/12	08/08/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	MTW----	:30	6	\$125.00	03	0.00	NM	6	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	MTW----					6	\$125.00		0.00			
E 16	61	08/06/12	08/08/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	MTW----	:30	6	\$150.00	03	0.00	NM	6	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	MTW----					6	\$150.00		0.00			
E 17	61	08/06/12	08/08/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	MTW----	:30	3	\$275.00	03	0.00	NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	MTW----					3	\$275.00		0.00			



WTIC-TV

Print Date: 08/02/12

Page 3 of 3

Contract / Revision **373078- 1** Flight Dates **08/02/12-08/08/12**

Hiatus Dates

Original Date / Revision 08/02/12/ 08/02/12

Order Sep 00:15:00

Advertiser **LMcMahon/Republican/ Sen** Product **LINDA MCMAHON 4 SENA** Estimate # **1082**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 17	61	08/06/12	08/08/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	MTW----	:30	3	\$275.00	03	0.00	NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	MTW----					3	\$275.00		0.00			
E 18	61	08/06/12	08/06/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	1-----	:30	1	\$350.00	03	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	1-----					1	\$350.00		0.00			
E 19	61	08/07/12	08/07/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	-1-----	:30	1	\$350.00	03	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-1-----					1	\$350.00		0.00			
E 20	61	08/08/12	08/08/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	--1----	:30	1	\$350.00	03	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--1----					1	\$350.00		0.00			
E 21	61	08/06/12	08/08/12	M-F News at Ten News at Ten	CM	10p-11p	MTW----	:30	6	\$850.00	03	0.00	NM	6	\$5,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	MTW----					6	\$850.00		0.00			
E 22	61	08/06/12	08/08/12	M-F News at 11pm News at 11pm	CM	11p-1135p	MTW----	:30	3	\$175.00	03	0.00	NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	MTW----					3	\$175.00		0.00			
E 23	61	08/02/12	08/03/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	---TF--	:30	1	\$125.00	03	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	---TF--					1	\$125.00		0.00			
E 24	61	08/02/12	08/03/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	---TF--	:30	2	\$150.00	03	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	---TF--					2	\$150.00		0.00			
N 25	61	08/06/12	08/08/12	M-F 9a-10a M-F 9a-10a	CM	9a-10a	111----	:30	3	\$50.00	03	0.00	NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	111----					3	\$50.00		0.00			
N 26	61	08/05/12	08/05/12	Su 11p-1130p Sun 11p-1130p	CM	11p-1130p	-----1	:30	1	\$175.00	03	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-----1					1	\$175.00		0.00			
Totals														59	\$19,315.00